



appendix b: ward profiles

ward 1 profile

Demographic Statistic	Ward 1 Respondents	Official Ward Statistic (2005)
Respondents/Population	362 (21.8%)	14.0%
Age Distribution		
10-17	18 (5.1%)	9.6%
18-24	7 (2.0%)	9.5%
25-34	33 (9.3%)	15.5%
35-44	50 (14.0%)	15.7%
45-54	88 (24.7%)	13.0%
55-64	77 (21.6%)	9.7%
65+	83 (23.3%)	13.5%
Racial Distribution		
Caucasian	288 (83.2%)	59.1%
Hispanic/Latino	26 (7.5%)	25.7%
African American	4 (1.2%)	7.0%
Asian	12 (3.5%)	4.6%
Other	12 (3.5%)	1.0%
Multi-Racial	4 (1.2%)	2.4%
Gender Distribution (F/M)	57.1% / 42.9%	48.0% / 52.0%
Median Income	N/A	\$39,446
Years in Residence		
3 years or less	35 (9.8%)	Ward growth since 2000: 104% (Overall City growth: 119%)
4-6 years	24 (6.7%)	
7-10 years	42 (11.8%)	
11+ years	256 (71.7%)	

Demographics

- A disproportionately high number of respondents from this ward completed a recreation survey as compared to their overall population percentage.
- Respondents age 10-44 are moderately underrepresented in this survey given the age groups residing in Ward 1. Respondents age 45 and older are moderately to very overrepresented by this survey.
- A disproportionately high number of Caucasian residents in this ward completed the recreation survey; a disproportionately low number of Hispanic/Latino residents completed this recreation survey.
- Given the pattern of Ward 1 growth in the past five years, a high response rate by long-term residents is likely reflective of overall years-in-residence ward statistics.

Recreation Habits:

- When asked how many times in a 30-day period they participate in given activities in Las Vegas or elsewhere, respondents from this ward selected these activities the most:
(1) listening to music

- (2) walking for pleasure
- (3) exercise/aerobics
- (4) outdoor swimming
- (5) family activities
- (6) gardening
- (7) weight training
- (8) “other” (not itemized)
- (9) visiting playgrounds, and
- (10) gourmet cooking

- These responses are relatively similar to those of other wards. Respondents from this ward participate in outdoor swimming and gardening more than any other ward, however.
- When asked what activities they would like to do most if they had the time, money and transportation to do five activities of their choosing, respondents from this ward indicated they would like to attend concerts, walk for pleasure, attend fairs and festivals, exercise and do aerobics, do family activities and do arts and crafts more than other possible options. These interests are far more pronounced in this ward than in most other wards.
- When asked why they seldom use or do not use parks in their area, respondents from this ward indicated that they feel unsafe, find the parks unenjoyable or uninteresting, feel their parks are poorly maintained, and use private facilities. These sentiments are far more pronounced in this ward than in most other wards.
- When asked why they seldom use or do not use community/cultural centers in their area, respondents from this ward indicated that these centers do not have the desired activities or facilities, and that the facilities are inadequate. These sentiments are far more pronounced in this ward than in most other wards.

Facilities:

- 63.2% of respondents from this ward indicated they want additional outdoor recreation facilities in their area.
- If such facilities are constructed, Ward 1 respondents feel the following types of facilities are most important:
 - (1) family picnic area
 - (2) water play park with slides, sprays, etc.
 - (3) basketball court
 - (4) dog park (exercise run)
 - (5) swimming pool (lap and diving pool)
 - (6) small water playground in local parks
 - (7) open grass area
 - (8) paved trails
 - (9) tennis courts

(10) group picnic facilities

- These responses are relatively similar to those of other wards. Responses somewhat unique to this ward include a dog park, an open grass area, tennis courts and a group picnic facility.

Programming:

- Most programming-related observations were consistent across all wards.

Special Topics: Teens and Seniors:

- Most senior- and teen-related observations were consistent across all wards.

Policies and Planning:

- Facility priorities in Ward 1 are as follows: upgrade existing facilities, maintain existing facilities, and build new facilities.

ward 2 profile

Demographic Statistic	Ward 2 Respondents	Official Ward Statistic (2005)
Respondents/Population	380 (22.9%)	17.4%
Age Distribution		
10-17	4 (1.0%)	10.4%
18-24	11 (3.0%)	7.6%
25-34	56 (15.1%)	16.9%
35-44	92 (24.7%)	17.1%
45-54	77 (20.7%)	14.3%
55-64	65 (17.5%)	9.8%
65+	67 (18.0%)	10.1%
Racial Distribution		
Caucasian	282 (77.7%)	73.4%
Hispanic/Latino	19 (5.2%)	10.8%
African American	16 (4.4%)	6.3%
Asian	22 (6.1%)	5.6%
Other	14 (3.9%)	1.0%
Multi-Racial	10 (2.8%)	2.9%
Gender Distribution (F/M)	68.7% / 31.3%	50.6% / 49.4%
Median Income	N/A	\$58,857
Years in Residence		
3 years or less	62 (16.7%)	Ward growth since 2000: 118% (Overall City growth: 119%)
4-6 years	65 (17.5%)	
7-10 years	61 (16.4%)	
11+ years	184 (49.5%)	

Demographics:

- Youth respondents in this ward are very underrepresented in this survey given the age groups residing in Ward 2. Respondents age 35 and older are significantly overrepresented by this survey.
- Hispanic and Latino residents from this ward are somewhat underrepresented by this survey. All remaining racial groups are well represented by this survey.
- Given the pattern of Ward 2 growth in the past five years, a high response rate by new and recent residents is likely reflective of overall years-in-residence ward statistics.

Recreation Habits:

- When asked how many times in a 30-day period they participate in given activities in Las Vegas or elsewhere, respondents from this ward selected these activities the most:
 - (1) listening to music
 - (2) walking for pleasure

- (3) exercise/aerobics
- (4) family activities
- (5) weight training
- (6) outdoor swimming
- (7) visiting playgrounds
- (8) “other” (not itemized)
- (9) gardening, and
- (10) gourmet cooking

- These responses are relatively similar to those of other wards. Respondents from this ward walk for pleasure and do exercise/aerobics more than any other ward, however.
- When asked what activities they would like to do most if they had the time, money and transportation to do five activities of their choosing, respondents from this ward clearly indicated they would like to attend concerts, walk for pleasure, attend fairs and festivals, exercise and do aerobics, do family activities, do arts and crafts, and gourmet cook more than other possible options. These interests are far more pronounced in this ward than in most other wards.
- When asked why they seldom use or do not use parks in their area, respondents from this ward indicated that use private facilities. This reason is far more pronounced in this ward than in most other wards. Significantly, very few respondents in this ward indicated they feel unsafe in their parks.
- When asked why they seldom use or do not use community/cultural centers in their area, respondents from this ward indicated that these centers do not have the desired activities or facilities, and that they are in need of childcare in order to participate. These sentiments are far more pronounced in this ward than in most other wards.

Facilities:

- 62.0% of respondents from this ward indicated they want additional outdoor recreation facilities in their area.
- If such facilities are constructed, Ward 2 respondents feel the following types of facilities are most important:
 - (1) water play park with slides, sprays, etc.
 - (2) dog park (exercise run)
 - (3) swimming pool (lap and diving pool)
 - (4) family picnic area
 - (5) paved trails
 - (6) concert/performance stage
 - (7) small water playground in local parks
 - (8) unpaved hiking trails
 - (9) basketball court

(10) fishing pond

- These responses are relatively similar to those of other wards. Responses somewhat unique to this ward include a dog park, a concert/performance stage, unpaved hiking trails, and a fishing pond.

Programming:

- Most programming-related observations were consistent across all wards.

Special Topics: Teens and Seniors:

- Teen-related observations were consistent across all wards.
- Seniors from Ward 2 use city-managed senior centers far more than any other ward.

Policies and Planning:

- Facility priorities in Ward 2 are as follows: upgrading existing facilities and maintaining existing facilities are equally felt to be top priorities; building new facilities is a clear third priority.

ward 3 profile

Demographic Statistic	Ward 3 Respondents	Official Ward Statistic (2005)
Respondents/Population	247 (14.9%)	14.4%
Age Distribution		
10-17	33 (13.9%)	12.2%
18-24	12 (5.0%)	11.5%
25-34	39 (16.4%)	17.1%
35-44	49 (20.6%)	14.8%
45-54	32 (13.4%)	10.2%
55-64	33 (13.9%)	6.7%
65+	40 (16.8%)	8.5%
Racial Distribution		
Caucasian	102 (44.5%)	32.5%
Hispanic/Latino	86 (37.6%)	49.5%
African American	14 (6.1%)	9.8%
Asian	16 (7.0%)	5.0%
Other	5 (2.2%)	1.0%
Multi-Racial	6 (2.6%)	2.2%
Gender Distribution (F/M)	60.0% / 40.0%	47.4% / 52.6%
Median Income	N/A	\$33,825
Years in Residence		
3 years or less	13 (5.4%)	Ward growth since 2000: 105% (Overall City growth: 119%)
4-6 years	34 (14.2%)	
7-10 years	45 (18.8%)	
11+ years	147 (61.5%)	

Demographics

- Youth respondents and respondents age 25-34 are well represented in this survey given the age groups residing in Ward 3. Respondents age 18-24 are very underrepresented and respondents age 45 and older are moderately to very overrepresented by this survey.
- Caucasian residents in this ward are moderately overrepresented and Hispanic/Latino residents are moderately underrepresented in this survey given the racial breakdown of Ward 3. Remaining racial groups in this ward are well represented by this survey.
- Given the pattern of Ward 3 growth in the past five years, a high response rate by long-term residents is likely reflective of overall years-in-residence ward statistics.

Recreation Habits

- When asked how many times in a 30-day period they participate in given activities in Las Vegas or elsewhere, respondents from this ward selected these activities the most:
(1) listening to music

- (2) walking for pleasure
- (3) family activities
- (4) exercise/aerobics
- (5) outdoor swimming
- (6) visiting playgrounds
- (7) gardening
- (8) gourmet cooking
- (9) weight training, and
- (10) “other” (not itemized)

- These responses are relatively similar to those of other wards. While these reflect top selections for ward respondents, however, nearly all of the actual participation levels for this ward are lower than those of the remaining five wards. Participation levels for exercise/aerobics and weight training are notably lower than those of other wards.
- Participation levels for other activities, such as golf and tennis, are also significantly less than those in other wards. However, respondents from this ward participate in both sand volleyball and indoor volleyball at rates far higher than remaining wards.
- When asked what activities they would like to do most if they had the time, money and transportation to do five activities of their choosing, respondents from this ward indicated they would like to swim indoors, do arts and crafts, participate in family activities, walk for pleasure, exercise/do aerobics, and listen to music. Again, while these interests are the top selections made by ward respondents, interest levels overall are low compared to those of other wards. Participating in arts and crafts and indoor swimming are the exceptions to this rule; both activities received a strong show of interest from ward respondents as compared to interest levels in other wards.
- When asked why they seldom use or do not use parks in their area, respondents from this ward indicated that they feel unsafe, that parks are too crowded, that parks are poorly maintained, and that they find their parks unenjoyable or uninteresting. All of these sentiments are far more pronounced in this ward than in most other wards.
- When asked why they seldom use or do not use community/cultural centers in their area, respondents from this ward indicated that these centers do not have the desired activities or facilities, that they cannot afford the cost, that they have no transportation, and that the facilities are poorly maintained. Sentiments regarding cost, transportation and maintenance are far more pronounced in this ward than in most other wards.

Facilities

- 79.7% of respondents from this ward indicated they want additional outdoor recreation facilities in their area. This figure is very high compared to most other wards.
- If such facilities are constructed, Ward 3 respondents feel the following types of facilities are most important:
 - (1) swimming pool (lap and diving pool)
 - (2) basketball court

- (3) family picnic area
- (4) water play park with slides, sprays, etc.
- (5) tot lot playground
- (6) open grass area
- (7) small water playground in local parks
- (8) food concession in parks
- (9) sport fields
- (10) tennis courts

- These responses are relatively similar to those of other wards. Responses unique to this ward include a tot lot playground, open grass area, food concession in parks, and sport fields.

Programming

- Respondents from this ward learned about recreation programs and services from television and flyers at school more frequently than respondents from other wards.

Special Topics: Teens and Seniors

- Teen-related observations were consistent across all wards.
- Use of city-managed senior centers was particularly low in Ward 3.

Policies and Planning

- Facility priorities in Ward 3 are as follows: upgrade existing facilities, build new facilities, and maintain existing facilities.

ward 4 profile

Demographic Statistic	Ward 4 Respondents	Official Ward Statistic (2005)
Respondents/Population	247 (14.3%)	16.9%
Age Distribution		
10-17	37 (15.6%)	9.8%
18-24	9 (3.8%)	5.6%
25-34	28 (11.8%)	14.2%
35-44	37 (15.6%)	15.8%
45-54	31 (13.1%)	12.1%
55-64	33 (13.9%)	11.4%
65+	62 (26.2%)	17.6%
Racial Distribution		
Caucasian	179 (76.2%)	77.3%
Hispanic/Latino	26 (11.1%)	7.8%
African American	5 (2.1%)	6.0%
Asian	13 (5.5%)	5.5%
Other	6 (2.6%)	0.9%
Multi-Racial	6 (2.6%)	2.5%
Gender Distribution (F/M)	59.7% / 40.3%	51.5% / 48.5%
Median Income	N/A	\$58,880
Years in Residence		
3 years or less	34 (14.2%)	Ward growth since 2000: 118% (Overall City growth: 119%)
4-6 years	36 (15.1%)	
7-10 years	56 (23.4%)	
11+ years	113 (47.3%)	

Demographics

- Respondents 65 and older are significantly overrepresented in this survey.
- Most racial groups in this ward are well represented in this survey, with the exception of African Americans, who are significantly underrepresented given the racial makeup of this ward.
- Given the pattern of Ward 4 growth in the past five years, a high response rate by new and recent residents is likely reflective of overall years-in-residence ward statistics.

Recreation Habits

- When asked how many times in a 30-day period they participate in given activities in Las Vegas or elsewhere, respondents from this ward selected these activities the most:
 - (1) listening to music
 - (2) walking for pleasure
 - (3) exercise/aerobics
 - (4) family activities

- (5) “other” (not itemized)
- (6) weight training
- (7) outdoor swimming
- (8) gardening
- (9) visiting playgrounds, and
- (10) Attending sports events

- These responses are relatively similar to those of other wards. With regard to other activities, respondents from this ward play noticeably less basketball than other wards.
- When asked what activities they would like to do most if they had the time, money and transportation to do five activities of their choosing, respondents from this ward indicated they would like to walk for pleasure, attend concerts, participate in family activities, do arts and crafts, and exercise/do aerobics more than other possible options. These interests are in line with results from other wards.
- When asked why they seldom use or do not use parks in their area, respondents from this ward indicated that they use private facilities. This reason is far more pronounced in this ward than in most other wards. Significantly, very few respondents in this ward indicated they feel unsafe in their parks.
- When asked why they seldom use or do not use community/cultural centers in their area, respondents from this ward indicated that these centers do not have the desired activities or facilities. This sentiment is in line with those from other wards.

Facilities

- 53.4% of respondents from this ward indicated they want additional outdoor recreation facilities in their area. This figure is noticeably lower than that of all other wards.
- If such facilities are constructed, Ward 4 respondents feel the following types of facilities are most important:
 - (1) water play park with slides, sprays, etc.
 - (2) swimming pool (lap and diving pool)
 - (3) sport fields
 - (4) dog park
 - (5) fishing pond
 - (6) basketball court
 - (7) open grass area
 - (8) unpaved hiking trails
 - (9) concert/performance stage
 - (10) tennis courts
- These responses are relatively similar to those of other wards. Responses unique to this ward include a concert/performance stage, sport fields, unpaved hiking trails, and a fishing pond.

Programming

- Most programming-related observations were consistent across all wards.

Special Topics: Teens and Seniors

- Most senior- and teen-related observations were consistent across all wards.

Policies and Planning

- Facility priorities in Ward 4 are as follows: maintain existing facilities, upgrade existing facilities, and build new facilities.

ward 5 profile

Demographic Statistic	Ward 5 Respondents	Official Ward Statistic (2005)
Respondents/Population	244 (14.7%)	15.0%
Age Distribution		
10-17	16 (6.9%)	10.8%
18-24	7 (3.1%)	11.0%
25-34	31 (13.5%)	15.5%
35-44	50 (21.8%)	15.2%
45-54	41 (17.9%)	12.3%
55-64	41 (17.9%)	8.6%
65+	43 (18.8%)	10.6%
Racial Distribution		
Caucasian	111 (48.1%)	37.2%
Hispanic/Latino	46 (19.9%)	33.4%
African American	44 (19.0%)	22.7%
Asian	5 (2.2%)	3.4%
Other	17 (7.4%)	1.2%
Multi-Racial	8 (3.5%)	2.2%
Gender Distribution (F/M)	62.1% / 37.9%	47.6% / 52.4%
Median Income	N/A	\$32,708
Years in Residence		
3 years or less	26 (11.0%)	Ward growth since 2000: 113% (Overall City growth: 119%)
4-6 years	18 (7.6%)	
7-10 years	31 (13.1%)	
11+ years	162 (68.4%)	

Demographics

- Respondents age 18-24 are significantly underrepresented in this survey given the age groups residing in Ward 5. Respondents age 35 and older are significantly overrepresented by this survey.
- A disproportionately high number of Caucasian residents in this ward completed the recreation survey; a disproportionately low number of Hispanic/Latino residents completed this recreation survey.
- Given the pattern of Ward 5 growth in the past five years, a high response rate by new and recent residents is likely reflective of overall years-in-residence ward statistics.

Recreation Habits

- When asked how many times in a 30-day period they participate in given activities in Las Vegas or elsewhere, respondents from this ward selected these activities the most:
 - (1) listening to music
 - (2) walking for pleasure
 - (3) family activities

- (4) “other” (not itemized)
- (5) exercise/aerobics
- (6) gardening
- (7) outdoor swimming
- (8) visiting playgrounds
- (9) gourmet cooking, and
- (10) weight training

- These responses are relatively similar to those of other wards. Participation levels for exercise/aerobics and weight training are notably lower than those of other wards.
- When asked what activities they would like to do most if they had the time, money and transportation to do five activities of their choosing, respondents from this ward indicated they would like to walk for pleasure, participate in family activities, do arts and crafts, exercise and/or do aerobics, and swim indoors more than other possible options. The selection of “walking for pleasure” is more pronounced than that of several other wards.
- When asked why they seldom use or do not use parks in their area, respondents from this ward indicated that they feel unsafe, find parks to be inconveniently located, find their parks unenjoyable or uninteresting, feel their parks are too crowded, and find their parks to be poorly maintained. Sentiments regarding inconvenient park locations and poor maintenance are pronounced when compared with sentiments regarding these issues in other wards.
- When asked why they seldom use or do not use community/cultural centers in their area, respondents from this ward indicated that these centers do not have the desired activities or facilities, that they cannot afford the cost, and that they have no transportation. Sentiments regarding cost and transportation are more pronounced in this ward than in most other wards.

Facilities

- 82.3% of respondents from this ward indicated they want additional outdoor recreation facilities in their area. This figure is very high compared to most other wards.
- If such facilities are constructed, Ward 5 respondents feel the following types of facilities are most important:
 - (1) water play park with slides, sprays, etc.
 - (2) family picnic area
 - (3) tot lot playground
 - (4) swimming pool (lap and diving pool)
 - (5) small water playground in local parks
 - (6) open grass area
 - (7) basketball court
 - (8) paved trails
 - (9) dog park (exercise run)

(10) community area

- These responses are relatively similar to those of other wards. Responses unique to this ward include a dog park, an open grass area, a tot lot playground, and a community area.

Programming

- Respondents from this ward learned about recreation programs and services from the radio far more frequently than respondents from other wards.

Special Topics: Teens and Seniors

- Most senior- and teen-related observations were consistent across all wards.

Policies and Planning

- Facility priorities in Ward 5 are as follows: upgrade existing facilities, build new facilities, and maintain existing facilities.

ward 6 profile

Demographic Statistic	Ward 6 Respondents	Official Ward Statistic (2005)
Respondents/Population	241 (14.5%)	22.4%
Age Distribution		
10-17	40 (17.0%)	10.4%
18-24	17 (7.2%)	8.1%
25-34	38 (16.2%)	17.1%
35-44	51 (21.7%)	16.9%
45-54	29 (12.3%)	13.3%
55-64	33 (14.0%)	9.6%
65+	27 (11.5%)	9.1%
Racial Distribution		
Caucasian	158 (67.5%)	69.8%
Hispanic/Latino	23 (9.8%)	13.5%
African American	18 (7.7%)	8.7%
Asian	10 (4.3%)	4.0%
Other	11 (4.7%)	1.2%
Multi-Racial	14 (6.0%)	2.9%
Gender Distribution (F/M)	58.0% / 42.0%	50.2% / 49.8%
Median Income	N/A	\$55,045
Years in Residence		
3 years or less	35 (14.8%)	Ward growth since 2000: 153% (Overall City growth: 119%)
4-6 years	30 (12.7%)	
7-10 years	41 (17.4%)	
11+ years	130 (55.1%)	

Demographics

- A disproportionately low number of respondents from this ward completed a recreation survey as compared to their overall population percentage.
- Youth respondents are significantly overrepresented in this survey given age groups residing in Ward 6. All remaining age groups are well represented by this survey given age breakdowns in this ward.
- All races are well represented by this survey given the racial makeup of this ward.
- Given the pattern of Ward 6 growth in the past five years, a very high response rate by new residents would be anticipated if this ward's demographic is to be accurately represented. New residents of Ward 6 are likely not well represented in this survey.

Recreation Habits

- When asked how many times in a 30-day period they participate in given activities in Las Vegas or elsewhere, respondents from this ward selected these activities the most:
(1) listening to music

- (2) walking for pleasure
- (3) exercise/aerobics
- (4) family activities
- (5) visiting playgrounds
- (6) outdoor swimming
- (7) weight training
- (8) “other” (not itemized)
- (9) gardening, and
- (10) gourmet cooking

- These responses are relatively similar to those of other wards. Respondents from this ward listen to music, participate in family activities, visit playgrounds and gourmet cook more than respondents from any other ward. In addition, respondents from this ward participate in the following activities noticeably more than any other ward: social dancing and ballet; attending drama events; pottery and ceramics classes; gymnastics; in-line skating; skateboarding; BMX biking, dirt biking and ATV riding; baseball; and football.
- When asked what activities they would like to do most if they had the time, money and transportation to do five activities of their choosing, respondents from this ward indicated they would like to walk for pleasure, attend concerts, attend fairs and festivals, and exercise/do aerobics more than other possible options. These interests are in line with those of most other wards.
- When asked why they seldom use or do not use parks in their area, respondents from this ward indicated that their parks are inconveniently located, that they don’t know where they are located, and that they are unenjoyable or interesting. These sentiments are in line with those of most other wards. Significantly, very few respondents in this ward indicated they feel unsafe in their parks.
- When asked why they seldom use or do not use community/cultural centers in their area, respondents from this ward indicated that these centers do not have the desired activities or facilities and that they cannot afford the cost. These sentiments are in line with those of most other wards.

Facilities

- 82.7% of respondents from this ward indicated they want additional outdoor recreation facilities in their area. This is the highest percentage of responses in support of additional outdoor recreational activities of all wards surveyed.
- If such facilities are constructed, Ward 1 respondents feel the following types of facilities are most important:
 - (1) water play park with slides, sprays, etc.
 - (2) swimming pool (lap and diving pool)
 - (3) family picnic area
 - (4) community area
 - (5) basketball court
 - (6) sport fields

- (7) group picnic facilities
- (8) concert/performance stage
- (9) paved trails
- (10) tennis courts

- These responses are relatively similar to those of other wards. Responses somewhat unique to this ward include a community area, sport fields, concert/performance stage, and tennis courts.

Programming

- Most programming-related observations were consistent across all wards.

Special Topics: Teens and Seniors

- Teen-related observations were consistent across all wards.
- Use of city-managed senior centers was particularly low in Ward 3.

Policies and Planning

- Facility priorities in Ward 6 are as follows: building new facilities is the top priority; upgrading and maintaining existing facilities received nearly equivalent votes for second priority.

